

Taste the Possibilities: Adding Value to Your Ag Business

November 3, 2014
Showcase Café, Sonoma County Fairgrounds
Santa Rosa, California

Presented by:



Thanks to generous
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Marketing & Promotions

Terry Garrett
GoLocal

**Taste the Possibilities:
Adding Value to Your Ag Business**



**MADE
LOCAL**

North Bay
golocal.coop

**MADE
LOCAL**

Sonoma County
madelocal.coop

**SUPPORTING LOCAL
BUILDS COMMUNITY**

**GEOGRAPHY & HIGH QUALITY
DISTINGUISH US**

GOAL:

Locally grown and produced
foods and beverages are **first
choice** in Sonoma County and
the North Bay.

**FOOD
MARKETING**

MADE LOCALTM

North Bay

gocalocal.coop

MADE LOCALTM

Sonoma County

madelocal.coop

ROAST LOCALTM

Sonoma County

www.gocalocal.coop

COMPOST LOCALTM

Sonoma County

www.gocalocal.coop

FISH LOCALTM

Sonoma County

www.gocalocal.coop

DRINK LOCALTM

Sonoma County

www.gocalocal.coop

EAT LOCALTM

Sonoma County

www.gocalocal.coop

BEE LOCALTM

Sonoma County

www.gocalocal.coop

TASTE LOCALTM

Sonoma County

www.gocalocal.coop

GROWN LOCALTM

Sonoma County

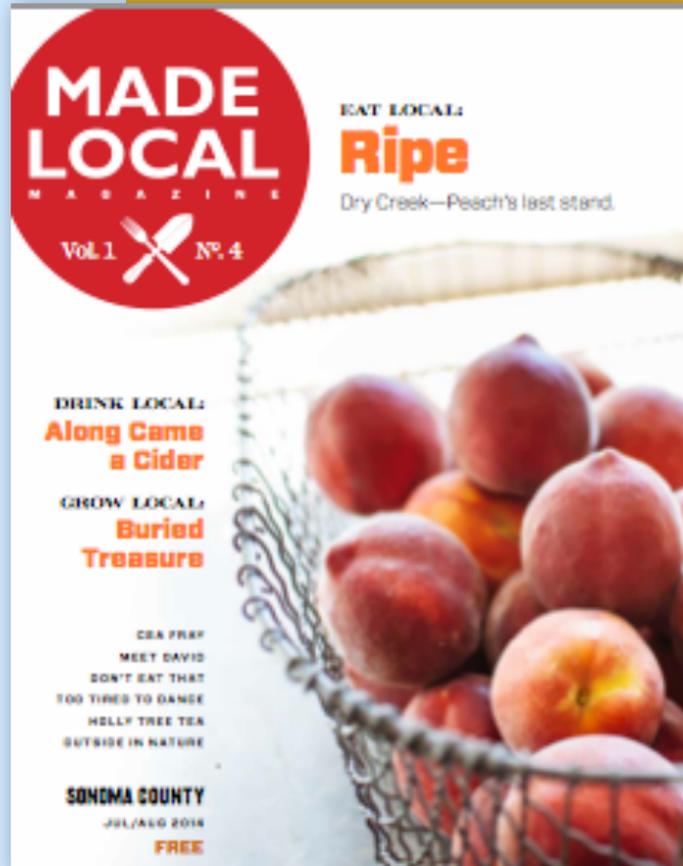
www.gocalocal.coop



FOOD MARKETING



SUPPORTS
SONOMA COUNTY
FOOD SYSTEM
ALLIANCE



MAGAZINE

60,000

COPIES DISTRIBUTED

240

GLORIOUS PAGES OF LOCAL GOODNESS

502,000

SOCIAL MEDIA &
WEB IMPRESSIONS

MILLIONS

OF DOLLARS IN LOCAL
PRODUCTS SOLD

GROWN LOCAL
 Sonoma County
 www.golocal.coop



Oliver's
**SUPPORTING
 GO LOCAL
 BRANDS**

Oliver's
MARKET

Local Partner of the Week



LaLoo's Goat Milk
**ICE CREAM OR
 FROZEN YOGURT** **3.99**
 /Ea.

revive
 deliciously refreshing kombucha soda

delicious - refreshing - alkalizing - naturally energizing - boosts metabolism - promotes healthy digestion - replenishing - detoxifying

hand crafted in small batches
 organic/fair trade ingredients
 low caffeine/low sugar
 gluten free/vegan
 revivedrinks.com
 facebook.com/revivedrinks

MADE LOCAL
 Sonoma County

kombucha draft
 Crafted in Sonoma County
12oz \$3

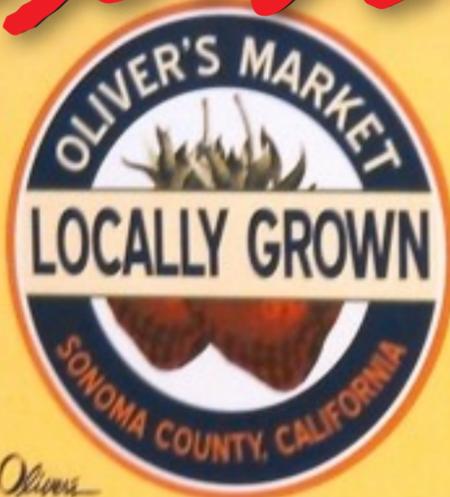
sustainably brewed, fermented, bottled/kegged and delivered

revive on draft is a wonderfully unique experience and we are excited to offer it at Oliver's Market! However, our 12oz glass exchange bottles contain carbonated beer, please return & exchange your empty for a new bottle. We'll pick up the empty bottles and welcome them back into our system to be recycled. Cheers to you and your continued support and contribution for our sustainable farming mission. Each bottle you return gets us one step closer to creating a zero-waste business model.

Cheers from the LUSH team!



Oliver's



**Locally Grown
Fresh Produce**



Habanero Peppers

Japanese Eggplant

\$4.99

\$4.29

SOFT SQUASH



\$1.49 lb.
Selected Varieties



Pasilla Pepper
1.99

Red Fresno Pepper
3.99

Chayote Squash



IN THE STORE AND OUT THE DOOR



Andy's
MARKET



Produce & Natural Foods
ASTOPOL, CA
(707) 822

